

165. Broadcast Copywriting (3)

Prerequisite: Jour 145 and 155 or permission of instructor. Broadcast media in relationship to advertising and society. Writing and production of commercials for radio and television.

173. Public Relations: Programs and Problems (3)

Prerequisite: Jour 8, 113 or permission of instructor. Development, assessment, and evaluation of public relations in business, education, philanthropy, and other field practice.

175. Advertising Campaigns (3)

Prerequisite: Jour 145, 155, or 160. Background, planning, and preparation of advertising campaigns. Term campaign, in advertising agency groups, with client-agency setup; analysis of campaigns and their effectiveness.

181. Laws of Communication (3)

Libel, right of privacy, right of confidence, contempt by publications, property rights in manuscripts, infringement, copyright, postal laws.

182. The Press and World Affairs (3)

The role of the international press in collecting and disseminating national and foreign news.

183. Public Opinion and Propaganda (3)

Not open to students with credit in Jour 185 or 189. Examination of the theories of social control as they are utilized in the mass media. The nature, effects and measurement of U.S. public opinion, including various theories on relationships between voter attitudes and public opinion polls.

184. History of Journalism (3)

Historical backgrounds of American press; development from colonial to modern times; newspapers and allied media as political and social forces.

186. Media of Communication (3)

Impact of mass media on society. Includes problems, contributions, criticisms and contemporary issues of the mass media.

187. Photocommunication Projects (3; max total 6)

Prerequisite: Jour 17, 117. Designed to allow students to pursue in-depth and individualized study and practice in advanced photographic skills related to the field of photocommunication; to include special lighting effects, posing, advanced darkroom skills, action photography, candid photography and color.

188. Reporting of Public Affairs (3)

Prerequisite: Jour 100. Methods and field work in reporting courts and municipal, county, state and federal governments. (2 lecture, 2 lab hours)

190. Independent Study (1-3; max see reference)

See *Academic Placement—Independent Study*.

193. Field Work in Public Relations (3)

Prerequisite: Jour 8, 113 and permission of instructor. Supervised work experience in public relations; analyses in periodic meetings and reports.

196. Public Relations Practice (2-4; max total 4)

Prerequisite: permission of instructor. Internship in public relations with agencies, institutional offices, organizations or other media. Reports made regularly to instructor.

197. Photocommunication Practice (2-4; max total 4)

Prerequisite: permission of instructor. Internship on regional newspapers, television stations, advertising agencies, or other media which use photocommunication. Reports made regularly to instructor.

198. Newspaper Practice (2-4; max total 4)

Prerequisite: permission of instructor. Internship on regional newspapers and radio and television stations. Reports made regularly to instructor.